

The Knowledge Bank at The Ohio State University
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THE BOOKSHELF

AN OUTLINE OF CAREERS

AN ESTIMATE of Engineering as a career, by John Hays Hammond, mining engineer, will be issued again when Doubleday Doran republishes "An Outline of Careers," a practical guide to achievement, edited by Edward L. Bernays, the distinguished public relations counsel, who also contributes a chapter on public relations.

This symposium, bringing a fresh attitude for young men faced with mapping out their careers, is opportune, according to Mr. Bernays, because it comes at a time when general business conditions have tended to deaden ambition. Such a survey of the possibilities in the various vocations, it is felt, will provide an impetus to the enthusiasm of these young men which may help them in recapturing a normal approach to work, achievement, and possible success.

In 1900 he became associated with some of the most important financial groups in this country, purchasing and promoting valuable mining properties in the United States and Mexico. He has been very active in hydro-electric enterprises, irrigation projects, etc. He was president of the Panama-Pacific Exposition Commission to Europe in 1912, and chairman of the World Court Congress in 1914-15. He was also chairman of the United States Coal Commission in 1922-23.

In his chapter on Engineering in this book he states: "A career of this sort ought to be peculiarly broadening. An engineer is thrown into contact with almost every type of business and profession and into the comradeship of every condition of men. He is necessarily in cooperation with the business man—the capitalist, the promoter, the manufacturer, the merchant, the industrial and commercial man; on the other hand, he is close to the laborer at every turn. He must work with men of other professions: the lawyer who must instruct him as to mining laws; the architect with whom he may be in intimate collaboration; the physician who safeguards the health of his men; the newspaperman who keeps the public informed as to the importance and success of his particular undertakings; the chemist; the statistician; the politician; the economist; and, where he is in charge of a large community, the school teacher and the clergyman."

Other chapters in the book were written by: Stanley Resor, president of the J. Walter Thompson Company, on Advertising; Nelson A. Crawford, former Director of Information, United States Department of Agriculture, now editor-in-chief of the *Household Magazine*, on Agriculture; Reeve Schley, vice-president of the Chase National Bank of New York, on Banking; Joseph H. Schaffner, of Hart Schaffner & Marx, on Clothing and Allied Industries; the late F. Edson White, formerly president of Armour & Company, on Foodstuffs; Roy W. Howard, Chairman of the Board, Scripps-Howard Newspapers, on Journalism; Jesse L. Lasky, vice-president of Paramount Publix Corporation, on Motion Pic-

tures; Edward L. Bernays, public relations counsel, on Public Relations; R. R. Deupree, president of the Procter & Gamble Company, on Salesmanship; the late C. H. Markham, formerly president of the Illinois Central Railroad, on Transportation.

ABRAHAM LINCOLN—THE PRAIRIE YEARS

By CARL SANDBURG

THE latest, and perhaps the best, biography of Lincoln is the one written by Carl Sandburg. In it the author develops Lincoln's life from birth to within a few years of the presidency, adopting always the attitude that the Great Man had his human side, and suffered the same hardships and handicaps as the common run of mortals.

Sandburg begins his story by tracing Lincoln's immediate ancestry. He shows that there were two families of Lincolns that fought on the American side during the Revolutionary war, one in Virginia, the other in Pennsylvania. Then he gives a portrait of Lincoln's father, Tom. He relates how Thomas Lincoln married Nancy Hanks, whose mother had a reputation for being wild. And finally he tells of how, on February 12, 1809, Nancy Hanks Lincoln brought into this world a son, later named Abraham.

Of the actual events of Lincoln's childhood, the author tells us little, since he deals chiefly with the general conditions of the times, the wilderness ways, and the type of people who were neighbors of the Lincolns. Here is in evidence the art of the master writer, for the author's prose style, and his touches of mysticism are truly artistic.

The description of Lincoln's early manhood is given in much more detail. We learn that, possessed of a thirst for knowledge, Lincoln tended toward impracticability. It was during this period that Lincoln suffered his first business failure. It was also during this time that Lincoln became famed for his honesty, his strength and agility, and his ready wit.

We get much the same view of Lincoln's manhood and rise in his profession from this work as from most, but we find that the author dwells somewhat at length on the subject of Lincoln's hypochondria, or "hypo," as Lincoln himself called it. This melancholia, or depression in spirits, was a family trait which Lincoln inherited. It had a great effect on his life, for while in a fit of despondency, Lincoln often lost faith in himself and in mankind. It was during one of these moods that he absented himself from his own wedding, much to the discomfiture of his fiancée and his friends.

On the whole, Sandburg gives a very human and sympathetic view of the early life of our great president. As we finish the book, we find ourselves admiring as much the skill and ability of the author as we already do his subject.

—M. J.

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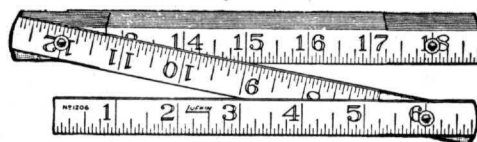
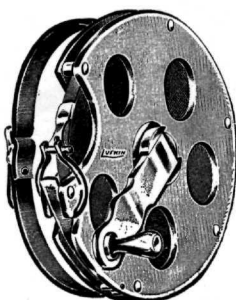
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